



Express Mail : **EQ 808157505 US**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Mikhail Lotvin and Richard M. Nemes

Appl. No.: 10/790,991

Filed: 03/02/2004

Title: Computer systems and methods supporting on-line interaction with content, purchasing, and searching

Group/Art Unit: 3622

Examiner: BOVEJA, NAMRATA

Mail Stop Amendment
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NONFINAL OFFICE ACTION

In response to the office action of 11/21/2005, please amend the above-identified application as follows. A petition for extension of time (2 months) along with a required fee is filed herewith. No fee is due for the added claims since less than 20 claims, including 3 independent claims, are pending in this application.

IN THE CLAIMS:

Please ADD new claims 63 through 75

1-26 (Canceled)

27. (Currently Amended) A method of providing advertisement to a user communicating with an advertising entity over a network, comprising: sending e-mail containing an advertisement message specifying a monetary value associated with the message, wherein the monetary value is displayed ~~before the user is capable of reading the~~ without displaying

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